

## KALAMAZOO INSTITUTE OF ARTS

POSITION TITLE: Director of Advancement  
IMMEDIATE SUPERVISOR: Executive Director  
CLASSIFICATION: Full Time

The Kalamazoo Institute of Arts (KIA) is a leading nonprofit art museum and school. Since 1924, the institute has offered art classes, exhibitions, lectures, events, activities and a permanent collection. The KIA's mission is to cultivate the creation and appreciation of the visual arts in West Michigan. We believe the visual arts are for everyone. They inspire, fulfill, and transform.

Throughout the Kalamazoo Institute of Arts, numerous individuals work every day to enrich the lives of others through the visual arts. In addition, faculty members in the Kirk Newman Art School instruct students of all ages in a wide variety of media.

### SUMMARY OF POSITION:

The Director of Advancement is a motivated development and communications professional with exceptional writing, organizational and people skills. The candidate will foster a culture of philanthropy within the KIA and the community by effectively communicating the KIA's purpose, elevating our profile and raising resources to help meet our ambitious goals. This critical member of our senior management team will create, lead, and implement our development strategy, mobilize the resources and partnerships for the KIA to rapidly grow our impact through exhibitions, our school, programs and events; and will establish a model for excellent donor stewardship.

This position will lead the Office of Advancement and report directly to the Executive Director and will supervise four team members.

### RESPONSIBILITIES:

Strategy, vision and leadership:

- In partnership with the Executive Director and Board of Directors, create and implement a comprehensive development strategy which supports the KIA's mission and strategic vision through individual giving, corporate sponsorship, membership, and planned giving.
- Develop and implement an integrated, strategic communications and marketing plan to advance the museum's brand identity; broaden awareness of its mission and services; and foster the institute's leadership's ability to cultivate and enhance meaningful relationships with key donors and external audiences.

Development and Communications operations:

- Lead development of all aspects of a major gifts program, including program design, messaging, research and analysis, and closure strategies. Cultivate, solicit and steward individual and corporate donors and advise and coach the Executive Director, staff, Board members, and other volunteers to be maximally effective at fundraising.
- Lead development aspects of and implement a planned giving strategy for the KIA.
- Oversee volunteers' efforts to execute fundraising appeals to achieve maximum results. Continuously seek out and evaluate new cultivation and fundraising event opportunities.
- Provide overall guidance on institutional funding strategy, working with Executive Director and Advancement Committee. Coordinate all Advisory Board Advancement Committee Meetings.
- Oversee all membership, marketing, grant writing and special events activities and facility rentals.
- Oversee the development, evolution and implementation of the Institute's communications and marketing strategy. Develop a strong plan to identify target audiences/funders, appropriate messages, channels, activities, and public relations opportunities to increase the museum's name recognition, branding and messaging.

- Develop plan for leveraging traditional media partnerships and maximizing digital media, including Twitter, Facebook, email blasts, and the KIA website to reach our audiences. Assist in the development of new electronic and printed brochures and website.
- Oversee activities of a diversified fundraising and communications operation, including implementing overall plans and budgets, ensuring effectiveness of systems and procedures; leveraging databases and relationship management tools to achieve maximum effectiveness.
- Work with full and part-time KIA team members to carry out administrative tasks related to development and communications.

Director of Advancement:

The ideal candidate will have the following qualifications:

- Minimum of five years of experience in an executive leadership role. Art museum/art school experience a plus.
- An innovative strategic thinker with demonstrated success in the creation and implementation of development and communications strategies to advance an organization's goals
- Demonstrated track record in designing and leading major donor programs, including personally soliciting donors; experience designing and managing fundraising events.
- Strong background in marketing and communications
- Excellent verbal and written communication skills, including successful writing and editing experience
- Demonstrated conceptual skills and analytical capabilities
- Donor and volunteer service mindset
- Energetic, organized leader with proven abilities to create a sense of team within the entire staff of the KIA
- Fully vested to the KIA's mission.

Applications due no later than 8 p.m. Friday, November 4, 2016

The KIA is an equal opportunity employer that offers a competitive salary and benefits package that includes medical, dental, life, retirement savings, and more.

Interested and qualified candidates should forward a resume and cover letter detailing how your experience relates to this position to [jobs@kiarts.org](mailto:jobs@kiarts.org) with *Director of Advancement* in the subject line or by mail to Kalamazoo Institute of Arts, 314 S. Park Street, Kalamazoo, MI 49007. No phone calls please. Applications must be received by 8:00 pm, Friday, November 4, 2016.